



Mayor
Michael Mattox

Vice Mayor
Beverley Dalton

Council Members
Jay Higginbotham William "Bill" Ferguson
Charles Edwards Tracy Emerson
Tim George

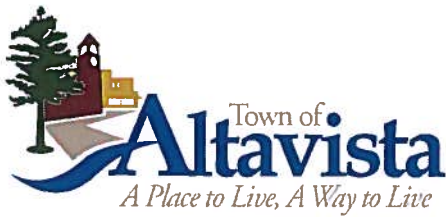
Altavista Town Council
March 12, 2013 Regular Meeting Agenda
7:00 p.m.
J.R. "Rudy" Burgess Town Hall – 510 Main Street

ALL CELLPHONES AND ELECTRONIC DEVICES ARE TO BE SILENCED OR TURNED OFF IN COUNCIL CHAMBERS.

6:45 p.m. Finance Committee Meeting (Large Conference Room)

7:00 p.m. Regular Council Meeting (Council's Chambers)

- 1) **Call to Order**
- 2) **Invocation**
- 3) **Approval of Agenda**
- 4) **PUBLIC COMMENT PERIOD:** Notes on Comment Period – Each speaker is asked to limit comments to 3 minutes and the total period for all speakers will be 15 minutes or less. Council is very interested in hearing your concerns; however speakers should not expect Council action or deliberation on subject matter brought up during the Public Comment segment. Topics requiring further investigation will be referred to the appropriate town officials or staff and may be scheduled for a future agenda. Thank you for your consideration of the Town Council, staff and other speakers.
- 5) **SPECIAL ITEMS OR RECOGNITIONS** (Estimated Time: 5 minutes)
 - a) Avoca Annual Report (Frank Murray, Executive Director)
- 6) **CONSENT AGENDA** (Estimated Time: 5 minutes)
 - a) Approval of Minutes – *Regular Meeting February 12, 2013* ([Attachment #1a](#))
 - b) Appointment to Recreation Committee – Ann Shelton ([Attachment #1b](#))
 - c) Receive monthly review of Invoices ([Attachment #1c](#))
 - d) Receive monthly review of Revenues & Expenditures ([Attachment #1d](#))
 - e) Receive monthly review of Reserve Balance/Investment Report ([Attachment #1e](#))
 - f) Approval of Budget Amendment for purchase of tables and chairs for Train Station as directed by Council. ([Attachment #1f](#))
- 7) **PUBLIC HEARINGS** (Time allotted as needed)
- 8) **STANDING COMMITTEE/COMMISSION/BOARD REPORTS** (Estimated Time: 20 minutes)
 - a) Council Committees
 - i) Finance/Human Resources Committee (Dalton) ([Attachment #2a](#))
 - ii) Police/Legislative Committee (Edwards) ([Attachment #2b](#))
 - iii) Public Works/Utility Committee (Ferguson) ([Attachment #2c](#))



8) STANDING COMMITTEE/COMMISSION/BOARD REPORTS (Continued)

b) Others

- i) Altavista Economic Development Authority [\(Attachment #2d\)](#)
- ii) Board of Zoning Appeals [\(Attachment #2e\)](#)

9) NEW BUSINESS (Estimated Time: 5 minutes)

- a) AOT Cruise In Request [\(Attachment #3a\)](#)

10) UNFINISHED BUSINESS (Estimated Time: 0 minutes)

- a) Public Nuisance (February Meeting) Follow Up [\(Attachment #4a\)](#)

11) MANAGER'S REPORT (Estimated Time: 5 minutes)

- a) Project Updates [\(Attachment #5a\)](#)
- b) Reports
 - i) Departmental [\(Attachment #5b\)](#)
 - ii) Others
- c) Other Items as Necessary
- d) Informational Items

12) Matters from Town Council

13) CLOSED SESSION (if needed)

14) Adjournment

Notice to comply with Americans with Disabilities Act: Special assistance is available for disabled persons addressing Town Council. Efforts will be made to provide adaptations or accommodations based on individual needs of qualified individuals with disability, provided that reasonable advance notification has been received by the Town Clerk's Office. For assistance, please contact the Town Clerk's Office, Town of Altavista, 510 Seventh Street, Altavista, VA 24517 or by calling (434) 369-5001.

Thank you for taking the time to participate in your Town Council meeting. The Mayor and Members of Council invite and encourage you to attend whenever possible because good government depends on the interest and involvement of citizens.

TOWN COUNCIL AGENDA

The agenda items listed below are not part of the scanned agenda and may be viewed at Town Hall during normal business hours:

Consent Agenda Items

- 6a) Minutes**
- 6c) Invoices**
- 6d) Revenue and Expenditures**
- 6e) Reserve Balance & Investment Report**

All other items are included below.



Town of Altavista Town Council Meeting Agenda Form

Town Clerk's Office Use:

Agenda Item #: 6a

Attachment #: 1a

Meeting Date: March 12, 2013

Agenda Placement: Consent Agenda

(Special Recognition (awards, proclamation), Requests & Communications (reports, information presentations), Public Hearings, Unfinished Business, New Business, Closed Session)

Subject Title: Minutes

Presenter(s): None

SUBJECT HIGHLIGHTS

Minutes in draft form are attached for Council's review. The minutes are from the Town's regular meeting held February 12, 2013. If there are any corrections, please call Town Hall at 434-369-5001 in advance of Tuesday night's meeting so corrected versions of the draft minutes can be circulated for review before adoption of the Consent Agenda.

Staff recommendation, if applicable:

Approval

Action(s) requested or suggested motion(s):

Motion to approve the minutes of the Council's meeting of February 12, 2013.

Staff Review Record

Are there exhibits for this agenda item? **Yes**

List them in order they appear in the packet: **Minutes**

Department head initials and comments, if applicable: **JWC**

Finance Director Initials and comments, if applicable:

Town Attorney initials and comments, if applicable:

Town Manager initials and/or comments: **JWC**



Town of Altavista

Town Council Meeting Agenda Form

Town Clerk's Office Use:

Agenda Item #: 6a

Attachment #: 1b

Meeting Date: March 12, 2013

Agenda Placement: Consent Agenda

(Special Recognition (awards, proclamation), Requests & Communications (reports, information presentations). Public Hearings, Unfinished Business, New Business, Closed Session)

Subject Title: Recreation Committee Reappointment

Presenter(s): Town Manager

SUBJECT HIGHLIGHTS

At the last Town Council meeting, the Council met in "Closed Session" to discuss appointments to several committees/boards. The Town Manager was asked to see if Mrs. Ann Shelton (2205 Beverly Heights) would agree to be reappointed to the Recreation Committee. Mrs. Shelton has agreed to be reappointed for another three (3) year term which would end on March 31, 2016.

Staff recommendation, if applicable:

Approval

Action(s) requested or suggested motion(s):

Motion to approve reappointment of Mrs. Ann Shelton (2205 Beverly Heights) to the Recreation Committee for a three (3) year term ending on March 31, 2016.

Staff Review Record

Are there exhibits for this agenda item? **No**

List them in order they appear in the packet:

Department head initials and comments, if applicable: **JWC**

Finance Director Initials and comments, if applicable:

Town Attorney initials and comments, if applicable:

Town Manager initials and/or comments: **JWC**



Town of Altavista Town Council Meeting Agenda Form

Town Clerk's Office Use:

Agenda Item #: 6a

Attachment #: 1f

Meeting Date: March 12, 2013

Agenda Placement: Consent Agenda

(Special Recognition (awards, proclamation), Requests & Communications (reports, information presentations), Public Hearings, Unfinished Business, New Business, Closed Session)

Subject Title: Budget Amendment – Tables & Chairs for Train Station

Presenter(s): Town Manager

SUBJECT HIGHLIGHTS

At the last Town Council meeting, the Council unanimously approved the expenditure of funds for the purchase of new tables and chairs for the Train Station. The excerpt from the draft Town Council minutes is below:

Train Station Tables & Chairs Replacement

A motion was made by Mrs. Dalton, seconded by Mr. Edwards, to authorize staff to purchase replacement tables and chairs for the Train Station utilizing the Train Station Account existing funds, with the cost not to exceed the balance in the account.

The Finance Committee considered this item at their March 5th meeting and recommends approval. The approval of the budget amendment finalizes the process of Council's previous action.

Staff recommendation, if applicable:

Approval

Committee recommendation, if applicable:

Approval

Action(s) requested or suggested motion(s):

Motion to approve the budget amendment per Council's action, in the amount of \$2,500 for the purchase of new tables and chairs for the Train Station. Funds in the amount of \$2,500 will be transferred in from the Train Station Account to offset the expense.

Staff Review Record

Are there exhibits for this agenda item? **Yes**

List them in order they appear in the packet: **Budget Amendment**

Department head initials and comments, if applicable:

Finance Director Initials and comments, if applicable: **TCS**

Town Attorney initials and comments, if applicable:

Town Manager initials and/or comments: **JWC**

TOWN OF ALTAVISTA

BUDGET AMENDMENT

BE IT ORDAINED by the Town Council of Altavista, VA, that the following amendment be made to the annual budget ordinance for the fiscal year ending June 30, 2013:

Section 1. To amend the General Fund, as follows:

<u>Account</u>	<u>Expense</u>	<u>Revenue</u>
General Fund		
Materials & Supplies / Train Station Supplies010-4101-601.60-34	\$2,500	
Train Station Account (Transfer Out)		\$2,500
General Fund Account (Transfer In)		

Summary

Appropriate \$2,500.00 to be used for replacement of tables and chairs at the Train Station.
(Per Council's direction at the February 12, 2013 meeting.)

Budget Impact

This will result in a net increase to the budget of \$2,500.00, however, funds will be transferred in from the Train Station Savings Account to the General Fund Operating Checking Account to cover the expenditure.

Section 2. Copies of this budget amendment shall be furnished to the Clerk of the Town Council and to the Finance Director for their direction.

Adopted this 12th day of March, 2013



FINANCE/HUMAN RESOURCES COMMITTEE REPORT



The Finance/Human Resources Committee met on Wednesday, March 5, 2013 to discuss items that had been placed on their agenda. The following items are submitted for Council's review/consideration:

I: Peer Group Comparison Report (*Informational Only – No Action Requested*)

Per direction of the Mayor, the Finance/Human Resources Committee has reviewed the components of the Peer Group Comparison Report that are relevant to their oversight. The Committee offers the following thoughts:

- **Administration**

- Relatively proportionate to peer group in regard to staffing.
- Due to our staff size, the Auditors annually point out the inability to totally segregate the financial control duties.

- **Taxes and Fees**

- Analysis should report taxes both in nominal terms and effective rates. The effective rate is the most helpful.
 - The nominal rate is the adopted rate, where as the effective rate takes into account the variance in localities' assessment procedures and timing. (i.e. If Community "A" has a nominal rate of \$2.00 and uses 100% of the assessed value their effective rate would be \$2.00; whereas if Community "B" has a nominal rate of \$4.00 and uses 50% of the assessed value their effective rate would also be \$2.00; although Community "B" has a nominal rate twice as high as Community "A".
- Differences in how communities raise revenue. (*i.e. South Hill and Altavista raise the approximate same amount of revenue in the Real Estate and Machinery & Tools categories with the opposite proportions in each category*).
- Know what our rates are and how we stack up to the Peer Group.
- Makes us acutely aware of the situation and we can look for opportunities when warranted.
- Discovered some errors in the tax rate calculations based on FY2012 figures for Town of Altavista and Campbell County that will be incorporated into the Final document. (This would lower the Town/County ranking in comparison of FY2012 figures; although it would increase in the FY2013 levels due to increases in several tax rates by Campbell County.)

- **OVERALL**

- Interesting and helpful exercise.
- Long term conclusions still being formulated per on-going dialogue with members of the peer group.
- Altavista's relative standing among peers is instructive. The more important issue is to understand why we stack up as we do. What are the differences and similarities in the way these communities operate, we continue to learn from this exercise.
- Identifies some items to explore.
- Information will be valuable once the budget process is further along.
- Expands on the existing network of resources.
- Peer Group Analysis should be looked at periodically, as a Council agenda item. We will continue to evaluate our position among these and potentially other peers.

II: Task Order 11 – Pittsylvania Avenue Intersection (VDOT – LAP) (Action Requested)

The Finance Committee considered Task Order 11 (*attached*) for the Pittsylvania Avenue Intersection (VDOT – LAP) project in the amount of \$32,800. This task order is for Construction Administration and Resident Project Representative Services associated with the VDOT “Locally Administered Project” as provided by Wiley Wilson. Due to the funding sources, VDOT must review and approve all expenses associated with this project; we just received approval to move forward with this task order. The funding for these services comes from VDOT as part of the project budget. The Finance Committee recommends approval of this Task Order.

Possible Motion: “I move that Task Order 11 for the VDOT LAP “Pittsylvania Avenue Intersection” project in the amount of \$32,800 be approved.”

III: Other Agenda items (No Action Requested)

- Avoca Request: Staff continues to work with Avoca’s staff and board in regard to analyzing their request to add their employees to the Town payroll system for purpose of participation in the Virginia Retirement System (VRS) and eligibility for health insurance. They feel this will enhance their ability to attract a good candidate when they hire a new Executive Director once Frank Murray retires within the next year.
- VRS discussion: This item was deferred to next month’s agenda
- Budget Amendment – *Replacement of Tables and Chairs at Train Station*: This item was recommended for approval and can be found on the Consent Agenda.
- Budget discussion: Staff updated the Committee on work that is being done to analyze the Town’s financial position in regard to the potential funding options for the projects that were identified in the Water Asset Management Study.

Task Order No. 11

In accordance with paragraph 1.01 of the Master Agreement Between Owner and Engineer for Professional Services, dated July 23, 2008 ("Agreement"), Owner and Engineer agree as follows:

Specific Project Data

A. Title: Town of Altavista, Virginia, Locally Administered Project (LAP) – Intersection of Main Street and Pittsylvania Avenue, Phase III – Construction Administration and Phase IV – Resident Project Representative.

B. Description: Defined as the Phase III and IV items in the attached Scope of Work, dated July 21, 2008. This task order will apply to the Locally Administered Project – Intersection of Main Street and Pittsylvania Avenue. Task Order No. 9 under the contract dated July 23, 2008 for Downtown Enhancement Projects will apply to the streetscape portions of Projects 5 and 6.

1. Services of Engineer

Phases III and IV items for Projects 5 and 6 in the attached Scope of Work, dated July 21, 2008, with the exception of the pre-construction conference, which has already passed as of the date of this task order.

2. Owner's Responsibilities

Exhibit B of the Master Agreement.

3. Times for Rendering Services

Phase

III – Construction Administration for LAP

IV – Resident Project Representative for LAP

Completion Date

Within 12 months of Notice to Proceed

Within 12 months of Notice to Proceed.

The times for Phases III and IV are based on the Town issuing a Notice to Proceed within 30 days of the Bid Opening, and the Construction Period lasting 365 days.

4. Payments to Engineer

A. Method(s) of Payment by Phases

Owner shall pay Engineer for services within each phase as follows:

Phase	Method of Payment	
	Basic Services	Additional Services
III – Construction Administration for the LAP	Lump Sum	Hourly per Exhibit C Rate Schedules as adjusted per Article C4.02B.6 of the Master Agreement
IV – Resident Project Representative for the LAP	Lump Sum	Hourly per Exhibit C Rate Schedules as adjusted per Article C4.02B.6 of the Master Agreement

B. For Method of Payment A, Lump Sum

The total compensation for services identified under Paragraph 1 of the Task Order is estimated to be \$32,800.00, based on the following assumed distribution:

Phase	Estimated Compensation
III – Construction Administration for the LAP	\$15,800.00
IV – Resident Project Representative for the LAP	\$17,000.00
TOTAL	\$32,800.00

- The compensation for Phase III – Construction Administration for the LAP is based on six progress meetings. Compensation for the other six progress meetings will be addressed through Task Order No. 9 issued under the contract for Downtown Enhancement Projects and will apply to the streetscape portions of Projects 5 and 6. This is based on the premise that the LAP can be constructed in 6 months and the streetscape portion of Projects 5 and 6 can be constructed in 6 months.
- The compensation for Phase IV - Resident Project Representative for the LAP is based on 8 hours per week for 6 months. Compensation for the other 6 months of the construction period will be addressed through Task Order No. 9 issued under the contract for Downtown Enhancement Projects and will apply to the streetscape portions of Projects 5 and 6. This is based on the premise that the LAP can be constructed in 6 months and the streetscape portion of Projects 5 and 6 can be constructed in 6 months.

5. **Consultants:** None.

6. **Other Modifications to Master Agreement:** None.

7. **Attachments:** None.

8. **Documents Incorporated by Reference:** Master Agreement Between Owner and Engineer for Professional Services, dated July 23, 2008.

Approval and Acceptance: Approval and Acceptance of this Task Order, including the attachments listed above, shall incorporate this document as part of the Agreement. Engineer is authorized to begin performance upon its receipt of a copy of this Task Order signed by Owner.

The Effective Date of this Task Order is _____, _____.

Engineer

Owner

Signature _____ Date _____

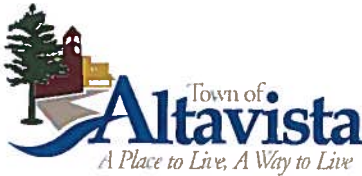
Signature _____ Date _____

J. Fred Armstrong, P.E.
Name _____

J. Waverly Coggsdale, III
Name _____

Chairman and CEO
Title _____

Town Manager
Title _____



Town of Altavista, Virginia
Town Council Package

Meeting Date: March 12, 2013
Agenda Item: 8a (ii)
Attachment: 2b

POLICE/LEGISLATIVE COMMITTEE REPORT



The Police/Legislative Committee met on Thursday, February 21, 2013 to discuss items that had been placed on their agenda. The following items are submitted for Council's review/consideration:

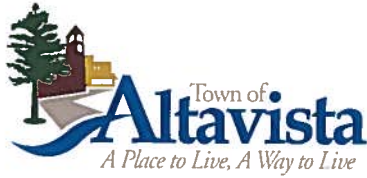
I: Peer Group Comparison Report (*Informational Only – No Action Requested*)

Per direction of the Mayor, the Police/Legislative Committee has reviewed the components of the Peer Group Comparison Report that are relevant to their oversight. The Committee has requested staff to gather additional information, of which some is still outstanding. The Committee will meet and report their thoughts to Council, once the information is received.

II: Take-Home Vehicle Policy (*Informational Only – No Action Requested*)

The Committee has asked that staff bring back a "draft" policy for consideration. This item will be on the Police/Legislative Committee's next meeting agenda.

Members Present: Edwards, Emerson and George



PUBLIC WORKS/UTILITY COMMITTEE REPORT



The Public Works/Utility Committee met on Wednesday, February 20, 2013 to discuss items that had been placed on their agenda. The following items are submitted for Council's review/consideration:

I: Recreation Committee report items (Action Requested)

Last month, several items were referred to the Public Works/Utility Committee as a result of a report by the Recreation Committee. The Public Works/Utility Committee has reviewed the recommendations on the following items:

- Allowing dogs in English Park
- Closing of the loop road (along the river) in English Park

The Public Works/Utility Committee recommends that a Public Input Session be held at the Council's April 9th meeting in regard to these items.

Possible Motion: "I move that Town Council schedule a Public Input Session for Tuesday, April 9, 2013 at 7:00 p.m. in regard to "allowing dogs in English Park" and "closing the loop road to public vehicular traffic in English Park".

II: Peer Group Comparison Report (Informational Only – No Action Requested)

Per direction of the Mayor, the Public Works/Utility Committee has reviewed the components of the Peer Group Comparison Report that are relevant to their oversight. The Committee offers the following thoughts:

- **Public Works**
 - No glaring deficiencies were identified.
 - Public Works Director has communicated with his "peers" to gather additional information and has created a good "network" of resources.
 - Discovered that some localities did not report "VDOT Highway Funds"
 - Some localities utilize "seasonal" employees.
 - Peer group members have reached out to Altavista to learn "how we do things".
- **Utilities**
 - Continue to explore "cross-training" of Water and Wastewater employees, for redundancy.

- Continue to explore use of technology and the cost benefit it may bring.
- Continue to analyze organizational structure for improvement as attrition occurs.
- WWTP – Altavista’s sludge process is much different than the other peer communities, which dictates part of the staffing complement.
- Water – VDH permit requires two operators, when plant is in operation.

- **OVERALL**

- Committee felt it was a positive experience, through:
 - Good tool to compare/contrast ourselves with others, although not necessarily a decision making tool.
 - Providing networking opportunities for our staff.
 - Members feeling better informed about the operations.
 - Creating a benchmark moving forward.
 - Better understanding what other communities do and how services are paid for.

Members Present: Ferguson, Dalton and Higginbotham (via phone)



Town of Altavista Town Council Meeting Agenda Form

Town Clerk's Office Use:

Agenda Item #: 8bi

Attachment #: 2d

Meeting Date: March 12, 2013

Agenda Placement: Standing Committee/Commission/Board Reports

(Special Recognition (awards, proclamation), Requests & Communications (reports, information presentations). Public Hearings, Unfinished Business, New Business, Closed Session)

Subject Title: Economic Development Marketing Plan Update/Approval

Presenter(s): Rayetta Webb, AEDA Chair

SUBJECT HIGHLIGHTS

Rayetta Webb, AEDA Chair, will update Council on the AEDA's deliberations regarding the Economic Development Marketing Plan and the allocation of \$35,000 toward the "one-time" expenses identified in the plan.

At this time, staff would ask that the Council approve the Economic Development Marketing plan, with the understanding that only the items funded through AEDA's commitment will move forward at this time. This will allow work to begin immediately on these items. The other items identified in the plan will be contingent upon Council's action on the FY2014 Budget.

Staff recommendation, if applicable:

Approval

Action(s) requested or suggested motion(s):

Motion to approve the Economic Development Plan as outlined.

Staff Review Record

Are there exhibits for this agenda item? **Yes**

List them in order they appear in the packet: **Memo from Megan Lucas to Council;
Economic Development Plan**

Department head initials and comments, if applicable: **MAL**

Finance Director Initials and comments, if applicable:

Town Attorney initials and comments, if applicable:

Town Manager initials and/or comments: **JWC**

Memo

To: Mayor Mattox and
Town Council

Fr: Megan A. Lucas,
Dir. Economic Development

CC: Waverly Coggsdale, III
Town Administrator

Date: February 26, 2013

Re: Dept. of Economic Development Budget Request

On Tuesday, February 26, 2013 the Altavista Economic Development Authority voted to support the Economic Development Marketing Plan by contributing \$35,000. The funds contributed to the plan are designated for the "one-time" elements of the plan: brand/imagine identification and creation and website development. Annual operational expenditures associated with the marketing plan remain in the budget request. Therefore the FY 14 Economic Development Departmental budget request will be reduced by the \$35,000.

With that said I will present the attached Economic Development Marketing plan to the Town Council at the March meeting. At the March meeting I will request that the Council approve the Economic Development Marketing Plan. Therefore, allowing the Economic Development Department to implement only those elements ear-marked with AEDA funds (brand/image identification and creation and website development), prior to the FY14 budget approval, creating a four month "jump" on the marketing plan implementation.

To re-cap, I will be asking the Council to approve the Economic Development Marketing Plan which will allow the Economic Development Department to begin execution of the brand/imagine identification and creation and website development elements of the marketing plan funded by AEDA. All other elements of the plan will be dependent on FY14 budget approval and no action for further implementation of the Economic Development Marketing Plan will occur until after budget approval.

Please see attached the Economic Development Marketing Plan.

Thank you for your time and consideration.



INTRODUCTION

2013 Economic Development Marketing Plan

The Altavista Economic Development Authority outlined a First Year Action Plan with six components for the Economic Development Department to focus: Capacity Building, Networking, Business Retention & Expansion, Product Development, Marketing and Entrepreneurism. Concurrently the Town Council assigned five goals from the Strategic Work Plan to the Economic Development Department. Both established marketing plans as a critical component however they are two different types of marketing plans. The Town Strategic Work Plan gives direction for an overall community marketing plan while the AEDA expressed the need for a targeted marketing plan – an economic development specific plan. This draft is ***an economic development specific marketing plan***. What is the difference between the two:

Economic Development Marketing Plan: A targeted marketing plan designed to create awareness, create discussions and create jobs & investment in/about Altavista. Information is centered on our economy, our workforce, our infrastructure our unemployment rate, and tax structure, available commercial and industrial land etc.

Community Marketing Plan: A community marketing plan is an over-all plan that creates awareness, creates discussion and creates traffic in the community. Over-all community marketing focuses on the live, work, shop, play and visit Altavista. Visit our community, eat, shop, tour and spend a night or two. An Altavista Community Marketing Plan will be developed by a team of AEDA, AOT and the Altavista Chamber of Commerce.

While both plans utilize the same mediums for execution: web, print media, electronic media, billboards etc. their messages are different and the markets require/respond to a different set of information.

Attached is the Economic Development Marketing plan, it's focused on creating awareness, creating discussions and creating jobs & investment. There are three key focus areas of this plan: ***brand development, web presence, site selector relations*** as these are the most important elements to creating a strong foundation for our economic future. Please note that we will seek to partner with Campbell County Economic Development and Region 2000 on combined marketing efforts wherever possible.

In Partnership,

Megan A. Lucas, CEcD
Economic Development Dir.
Town of Altavista

Mission

The Altavista Economic Development Authority markets Altavista globally as the premier destination for business expansion and relocation projects

Objective

The primary focus of our marketing strategy is awareness building and lead generation. We are going to create awareness, discussion and investment.

Department Overview

The Department of Economic Development is in the foundation stage and being such it is exciting to create a strategy that has us running before we are walking. A more mature economic development marketing strategy would highlight approaches for each of Altavista's targeted markets to include tradeshows and expos. Since the AEDA and the Town of Altavista is in the building phase of creating an economic development program this marketing plan will identify and define the elements to build a solid program which will in turn create awareness, discussion and investment.

FY 2014 ALTAVISTA ECONOMIC DEVELOPMENT AUTHORITY MARKETING PLAN

Key Message

Through marketing activities and our economic development partners, we will begin branding Altavista as an ideal location to plant, grow and sustain a business. Communicating that our strengths include innovation, opportunity and vibrancy.

Strategy

To create an economic development brand and image for Altavista that can be used to promote Altavista as the ideal location for business and industry through a variety of resources and marketing activities beginning with (immediate term) brand/logo identification, website development, site selector relations, social media and to include in the near term, trade shows, marketing missions, signature events, advertising, public relations and other promotional activities.

Create Brand image and awareness

To increase visibility and awareness of Altavista to targeted businesses, decision makers and individuals to create, grow and recruit businesses and jobs, create a business climate conducive to growth, grow, retain and recruit the future workforce. Before Altavista can communicate who and what we are as an economic development authority and a community prepared to grow and sustain industry we need to define and develop our image/brand/logo. Establish a well recognized exciting brand and image to increase visibility and ***awareness of Altavista to targeted businesses, decision makers and individuals***. Once identified we will begin to transition into various marketing pieces both in print, online, radio and specifically incorporate the image into a new website and web address. Additionally, we will disseminate our brand through social networking; our message will be shared at a grassroots level which will increase its value as it is shared. We will host both a Facebook page and Twitter page where followers can gather first-hand information on our economy and business climate.

Create Brand image and awareness cont.

Unique Opportunity

The Altavista On Track Giblett Jog is a great avenue to communicate our brand and message. Consider the fact that almost 500 people participate and all of them have a desire to stay connected to Altavista, utilizing collateral material and perhaps a promotional item would be beneficial.

Marketing Collateral

Once we have completed the branding process, and launched our new economic development specific website, we will be in the best position to produce marketing collateral, some print but mostly electronic. Compelling brochures and marketing collateral pieces are a critical element for creating awareness. A new brochure and other collateral pieces will be developed utilizing our new brand and identity.

Advertising

Effective advertising places our message competitively against other communities and will inform and confirm Altavista as a top business location. Utilizing print media, advertisements will run in select publications. This is an area that we'll reach out to Campbell County and Region 2000, to combine efforts for more repeated and expanded visibility in an effort to increase the number of impressions.

Identified publications for 2014 advertising include: Area Development, Chief Executive, Expansion Solutions, Site Selection, Southern Business & Development and Trade & Industry Development. Advertising execution is dependent on brand, image and product development. This also includes getting the Town listed in various Economic Development organization listings.

Website Creation

There have been discussions regarding an economic development website: part of the town site vs. independent site. After much research and discussion with economic development organizations and professionals, the conclusion is to create a separate (but linked), 100% dedicated economic development site. 80% of site selectors get their first round of community information from the internet, meaning that before any personal inquiry is made a community has already been judged and removed from a prospects location list based on their web presence. The website and our web presence represents the seven seconds our community has to make our first impression.

Photography

Create an online image library of community images for use in marketing collateral.

Leverage Partnerships

Altavista is fortunate to have strong established relationships with area economic development agencies to include: Campbell County Department of Economic Development, Region 2000, Virginia Economic Development Partnership and utility partners. We will leverage these relationships to create timely, effected marketing partnerships advantageous to all parties, particularly Altavista.

Target Industry Analysis

States and regions and communities will often hire a company to conduct a “Target Industry Analysis.” A target analysis is a study of a community to determine the industry sectors best suited for a location to pursue. The cost of an analysis ranges from \$25,000 - \$125,000 and is a labor intensive project. Often communities will self-identify and adopt/adapt their state targeted industries. Please see VEDP’s target industry list below.

- **Manufacturing:** Virginia is leader in advanced manufacturing and home to more than 6,000 manufacturing companies, which employ over 69,000 people.
- **Energy:** Virginia is home to 385 Energy companies. The top sectors for the Energy Industry are Conventional Fuel Mining and Processing, Conventional Utilities and Renewable Energy Equipment and Power.
- **Information Technology:** With more than 280,000 high-technology jobs in Virginia in 2010, Virginia has the highest percentage of technology workers in the country and ranks 4th in total high-technology employment as reported in Cyberstates 2011.
- **Bioscience:** Increasingly, leading pharmaceutical, medical device and biotechnology firms are choosing Virginia. Here you'll find dynamic research universities, renowned research institutes, as well as major manufacturers.
- **Global Logistics:** Today's leading distributors are taking increasing advantage of Virginia's proximity to Eastern U.S. and Midwest markets.
- **Corporate Headquarters:** Virginia's pro-business climate, global access and talented workforce combine to make the ideal location for corporate headquarters. Virginia is home to more than 70 headquarters with annual sales of more than \$500 million.

Region 2000 is considering a targeted industry analysis. Rather than commit Altavista to an independent analysis, we should continue our partnership with Region 2000 and set aside funding should we want to create an addendum to their study. In the meantime, focus on VEDP’s target list that is most applicable to Altavista: manufacturing , information technology, and biosciences. Our priorities at this time should not include a full-scale target industry analysis.

TARGETED INDUSTRY EXPOS

There are thousands of targeted industry conferences and expos available for communities to attend. Below are just a few key events that should be considered in future business plans. At this time we are shaping and identifying our product and not ready to attend. However, in the FY 2013, we should attend the Advanced Technology & Manufacturing Summit in DC.

Mike Davidson, Director of Economic Development at Campbell County is a member of WEDA – World Economic Development Alliance. Mike, a critical Altavista Economic Development partner, has offered to share the benefits of Campbell County those benefits include attending up to two trade show registration paid. There may be opportunity to utilize this benefit when it works best for Campbell County. The WEDA Trade show guide is available upon request.

Bio & Life Sciences

Bio 2013* April 22-25, 2013 – Chicago IL

The BIO Annual International Convention is the largest gathering of biotechnology leaders in the world. This provides an opportunity to meet not only with representatives from one of key target industries (biotech), but also provides an opportunity to market Altavista in an international forum with over 60 international delegations in attendance.

*VEDP attending

Advanced Technology & Manufacturing Industry

National Association of Manufactures Annual Manufacturing Summit

June 19-20, 2013 Washington DC

Manufacturers from across the country gather collectively

Information & Computer Technology Industry

Data Center World

April 28-May 5 2013 Las Vegas, NV

Data Center World is the leading educational conference for data center and facilities management professionals. The exp is attended by hundreds of major firms in cloud computing, facilities design, hardware/software, and many more.

SITE SELECTORS

Site Selectors represent an estimated 60% of corporate site selection projects for companies of all sizes and types. They are the specialists that companies utilize for corporate locating or re-locating. Site Selectors represent the most experienced and respected real estate brokers who have demonstrated their expertise in managing the most complex locational issues successfully on behalf of their clients. Currently, Site Selectors are not familiar with Altavista.

Marketing activities that focus on building relationships with Site Selectors include participation in the following events:

1. *Southern Economic Development Council - Meet the Consultants*

April 3-4, 2013 –Atlanta GA (FY 12 date FY13 date TBD)

The program will consist of a day and of half of panels featuring 18 site location consultants.

2. Expansion Magazine

Roundtable in the South* (also in the Rockies & in the High Desert)

June 10-13, 2013 – Palm Coast, FL

3. *Site Selectors Guild **

February 25-27, 2013 New Orleans, LA (FY 12 date FY13 date TBD)

SOLD OUT recommends 2014

*VEDP attending

Business Retention & Expansion

Our relationship with our existing businesses remains one of the most basic yet critical elements of our business community. The expansion of Industry Appreciation Month has made a positive impact. To further strengthen the relationships with the local plant managers, we'll host a quarterly Industry TAG (targeted advisors group) with the local plant managers. A key element to retaining industry is the relationship with their corporate head quarters. To date, there has not been a HQ visitation schedule in place. Therefore, we will visit each of the following headquarters in FY 2013. These visits are critical relationship building blocks for industry retention. Then, set a visitation schedule for the future.

Headquarters visits: Abbot Nutrition, BGF, Graham Packaging, Intersections, Rage, Schrader, and Timken

Economic Development Conferences

Economic Development Conferences are gatherings of economic development specialists and connected industries such as site selectors, real estate professionals, architects, engineers etc. Topics differ from year to year but all focus on critical and relevant opportunities for industry while exposing current and future trends. These events are opportunities to generate awareness and discussions about Altavista. The events below are not all included in the FY 2013 plan, but should be considered for FY2014.

CorNet Global Summit

October 21-23, 2013 Las Vegas, NV

CoreNet Global Summit offers three days of networking opportunities to create and strengthen relationships that are crucial to growing business. The event will be attended by corporate real estate executives, business leaders and industry professionals.

*Industrial Asset Management Council (IAMC) **

March 16-20, 2013 Charleston SC (FY 12 Sold out, FY 13 date TBD)

IAMC is the world's leading association of industrial asset management and corporate real estate executives, their suppliers and service providers, and economic developers. The members of IAMC are veritable "who's who" of corporate real estate. These events are much smaller in scope with approximately 275 IAMC members attending

*VEDP attending

International Economic Development Council Conference (IEDC)

Spring Conference

June 9-11, 2013, Ann Arbor, MI

Southern Economic Development Council (SEDC)

Annual Conference

August 4-6, 2013 – Tulsa

Virginia Economic Development Association Conferences (VEDA)

Two Conference/year and two membership meetings

FY 2014 Marketing Activity Calendar

This calendar is a listing of planned marketing and economic development activities for Fiscal Year 2014 (July 1, 2013 – June 30, 2014). The calendar includes selected activities. Not all activities are recommended but included for the purposes of education.

	Type	Event	Location	T Est. Cost	Attend FY12	FY 13	
FY 13	Site Sel.	Site Selectors Guild** (sold out)	New Orleans, LA	\$ 2,700.00	Y	Y	
FY 13	Site Sel.	IAMC*	Charleston, SC	\$ 1,790.00	N	N	
FY 13	Trade	Bio & Life Sciences Expo*	Chicago, IL	\$ 2,550.00	N	N	
FY 13	Trade	Data Center World	Las Vegas, NV	\$ 4,320.00	N	N	
FY 13	Site Sel.	Meet the Consultants	Atlanta, GA	\$ 845.00	Y	Y	3 Events FY 13 \$7,305
FY 13	Site Sel.	Roundtable in the South*	Palm Coast, FL	\$ 5,500.00	Y	Y	
FY 13	Trade	Advanced Tech & Man Industry Expo	Washington, DC	\$ 960.00	Y	Y	
FY 14	EDO	IEDC	Ann Arbor, MI	\$ 1,700.00	Y	Y	
FY 14	EDO	SEDC	Tulsa, OK	\$ 1,685.00	Y	Y	
FY 14	EDO	CorNet	Las Vegas, NV	\$ 600.00	N	Y	
FY 14	EDO	VEDA Spring Conf	Charlottesville	\$ 1,010.00	Y	Y	
FY 14	EDO	VEDA Membership Lunch	TBD	\$ 125.00	Y	Y	
FY 14	EDO	VEDA Fall Conf	New Port News	\$ 1,220.00	Y	Y	
FY 14	HQ	Columbus OH (3)	Abb;Rage;Tmkn	\$ 750.00	Y	Y	
FY 14	HQ	Denver CO	Schrader B	\$ 750.00	Y	Y	
FY 14	HQ	York PA	Graham	\$ 750.00	Y	Y	
FY 14	HQ	Chantilly VA	Intersec	\$ 150.00	Y	Y	
FY 14	HQ	Greensboro NC	BGF	\$ 150.00	Y	Y	
				\$ 18,295.00			

* VEDP is attending

**SOLD out but should plan on 2014
best use of funds FY 14

FY 2014 Marketing Plan At-A-Glance

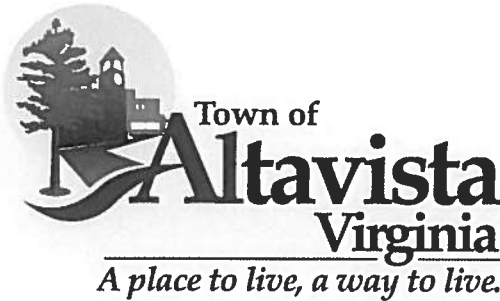
Advertising Print	\$10,000
Web	\$15,000
Brand & Imaging	\$17,000
Travel	\$18,000
Total Marketing Plan	\$60,000

Special Note:

The Altavista Area Chamber of Commerce, Altavista Economic Development Authority and Altavista On Track have expressed interest in supporting a marketing plan.

Commissioners

Wilson Dickerson, Chair
Johelen Martin
Leslie Pugh
David Sease, Jr.
Phillip Webb



Town Planning Staff

Dan Witt

**Town of Altavista Board of Zoning Appeals
510 Seventh Street, PO Box 420
Altavista, VA 24517
(434) 369-5001 phone (434) 369-4369 fax**

March 12, 2013

Dear Council Members,

The Altavista Board of Zoning Appeals (BZA) respectfully submits this annual report to Town Council for activities during 2012. The BZA met to review the Town Code sections that are applicable to its function and reviewed requirements for approving an appeal. Mr. Wilson Dickerson was reelected as the Chairman of the board and staff was asked to fill the role of secretary.

The board held one hearing in 2012, an application for a variance submitted by Curtis Thornhill. All members were present to consider the request to allow a 3 car garage to remain within the front yard setback at 103 River Road in the Town of Altavista. The applicant argued that due to the unique topography of his lot a variance be granted. The BZA approved the request on a 4-1 vote with the dissenting vote being Chairman Dickerson.

Mr. David Sease, Jr. was reappointed to another 5-year term in September. In 2013, Chairman Dickerson's term will expire in August.

Thank you for the continued opportunity to serve the Town of Altavista Town Council and its citizens.

Wilson Dickerson,
Board of Zoning Appeals Chairman

March 12, 2013
Date



Town of Altavista

Town Council Meeting Agenda Form

Town Clerk's Office Use:

Meeting Date: March 12, 2013

Agenda Item #: 9a

Attachment #: 3a

Agenda Placement: New Business

(Special Recognition (awards, proclamation), Requests & Communications (reports, information presentations), Public Hearings, Unfinished Business, New Business, Closed Session)

Subject Title: Altavista On Track – “Cruise In” Events

Presenter(s): Town Manager

SUBJECT HIGHLIGHTS

For the past several years, Altavista On Track (AOT) has hosted “Cruise In” events during the months of April through October in the downtown area. Per the attached letter, AOT is once again seeking authorization to have the Cruise In events downtown and would like permission to close the requested town streets. As you know, for closure of Main Street the request must go to VDOT and they must approve. AOT is working on getting that approval at this time.

The June and August Cruise In events would be held at English Park in conjunction with Uncle Billy’s Day and the Rotary’s River Festival, respectively.

Staff recommendation, if applicable:

Staff recommends approval of the request for the Town streets.

Action(s) requested or suggested motion(s):

“I move that AOT be authorized to close the requested streets in the Town for the monthly Cruise In events and proper approval from VDOT for Main Street be obtained.”

Staff Review Record

Are there exhibits for this agenda item? **Yes**

List them in order they appear in the packet: **AOT letter**

Department head initials and comments, if applicable: **JWC**

Finance Director Initials and comments, if applicable:

Town Attorney initials and comments, if applicable:

Town Manager initials and/or comments: **JWC**

Altavista On Track

A VIRGINIA MAIN STREET COMMUNITY

February 28, 2013

Mr. Waverly Coggsdale III
Town Manager
Town of Altavista
P O Box 420
Altavista VA 24517

RE: Temporary Altavista Main Street/Business 29 Street Closures for 2013 Cruise In Season

Dear Mr. Coggsdale:

Altavista on Track wishes to host another season of monthly Classic Car Cruise Ins events. I am requesting your help in seeking VDOT permission for the temporary closure of Hwy 29 Business/Altavista's Main Street during the events, again this year.


The Cruise In events will be scheduled on the first Saturday of each month, from April to October, except June and August. Due to the construction project underway at the intersection of Main Street and Pittsylvania Avenue, we wish to establish our street barricades, at the intersection of Campbell Avenue and Main Street, and at the intersection of Bedford Avenue and Main Street, for the months of April and May. Following the June completion of the intersection project, scheduled, we are requesting permission to make our northern barricade at Main and Pittsylvania, as in previous years, for the remainder of the season. Additionally, throughout the duration of the Cruise Ins, we would request permission from Town Council to close Broad Street from 7th to Main Street.

The Town's Public Works Department provides barricades, cones and appropriate road closure and detour signage for our use. The street would be closed to through traffic at approximately 3:30 PM and reopened by 8:30 PM. Volunteers are stationed at the barricades during the event period.

We have appreciated hosting these wonderful events that draw 300 or more people to our Town for enjoyment of the event, as well as dining and shopping in local businesses. It is an economic and social boost to Altavista. Participants are appreciative of the event and respectful of the street closure process.

Thank you. We hope for VDOT's positive consideration of our request again this year.

Sincerely,



Josephine Kelley
Executive Director

PO Box 283
Altavista, VA 24517
Phone: (434) 944-5530
Fax: (434) 309-2699
Email: altavistaontrack@embarqmail.com
Website: altavistaontrack.com



Town of Altavista

Town Council Meeting Agenda Form

Town Clerk's Office Use:

Agenda Item #: 10a

Attachment #: 4a

Meeting Date: March 12, 2013

Agenda Placement: Unfinished Business

(Special Recognition (awards, proclamation), Requests & Communications (reports, information presentations), Public Hearings, Unfinished Business, New Business, Closed Session)

Subject Title: Public Nuisance Hearing – 327 Myrtle Lane – Follow Up

Presenter(s): Town Manager

SUBJECT HIGHLIGHTS

As you recall, last month Council conducted a Public Nuisance Hearing in regard to barking dogs at 327 Myrtle Lane. Following the hearing, Council decided to take the issue under advisement until their next meeting. At this time staff reports that there have been no additional formal complaints in regard to dogs barking at the subject site.

At this time, Council may decide to:

- 1) Close the Matter, with No Declaration of a Public Nuisance
- 2) Take it under Advisement until the April 2013 Council Meeting
- 3) Declare a Public Nuisance *(included because this was the nature of the matter before Council and additional information may warrant this action)*

Staff recommendation, if applicable:

Staff feels that either Option 1 or 2 would be most appropriate at this time.

Action(s) requested or suggested motion(s):

Option 1 – *Make a motion to close the matter with no declaration of a public nuisance.*

Option 2 – *Take under advisement until the next Council meeting.*

Option 3 – *Make a motion to Declare a Public Nuisance and establish a time period of abatement.*

Staff Review Record

Are there exhibits for this agenda item? **No**

List them in order they appear in the packet:

Department head initials and comments, if applicable: **JWC**

Finance Director Initials and comments, if applicable:

Town Attorney initials and comments, if applicable: **JJE**

Town Manager initials and/or comments: **JWC**

Departmental Reports

(Ctrl + Click on hyperlink to open)

[Administration](#)

[Business License](#)

[Community Development](#)

[Economic Development](#)

[Police Department](#)

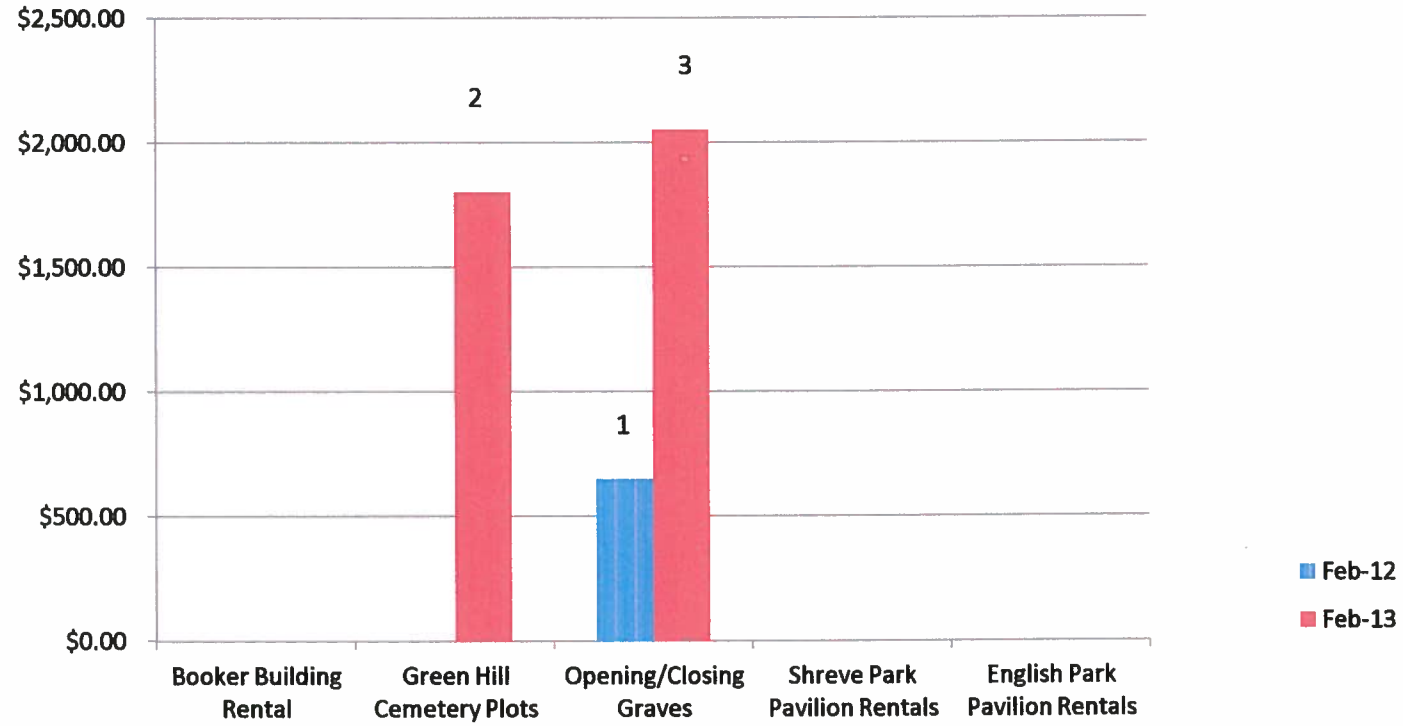
[Public Works Report](#)

[Transit Report](#)

[Waste Water Dept Report](#)

[Water Dept Report](#)

~ Administration ~



Town of Altavista

Monthly Business Activity Report

2/28/2013

OPENED

[illegible]

CLOSED

[illegible]

Memo

To: Mayor Mattox & Members of Town Council

Fr: Megan A. Lucas, Economic Development Dir.

Date: March 2013

Re: Activity Report encompassing **February 2013**

Below are my activities relating to the AEDA's six components for the first year action plan.

1. **Capacity Building** – Establish a full-time economic developer position, in January, 2012. **Status: complete**
2. **Networking** – The economic development director will build relationships with local (Altavista Area Chamber of Commerce, Altavista On Track, Virginia Technical Institute, etc.), regional (Region 2000, utilities, CVCC, CAER, etc.), and statewide (Virginia Economic Development Partnerships, Tobacco Commission, etc.) organizations that will assist and support Altavista economic development with different resources **Status: Active**

Strategic Roundtable
Meeting with Mike Davidson
Region 2000 AG Meeting
Altavista Chamber HR Lunch
VEDP Orientation & Lunch in Richmond
Attended AEDA meeting
Meeting with Council Member George
Interview with Mark Thomas
Meeting with Mark Dalton
Spoke to Altavista Lion's Club

YMCA Art Reception
Meeting with Dr. Capps, CVCC
Meeting with Craig Arno
Meeting with Paul Hoffman, Con. Hurt's office
US Chamber Trustee Meeting
Cong. Hurt Reception
Region 2000 Business Retention Meeting
Interview with Lynchburg Business Magazine
Meeting with Kent Hill & Bryan Smith, Dominion

3. **Existing Business Retention and Expansion** - An aggressive business visitation and follow-up effort will be developed, including visiting 26 businesses and assisting in the creation of 50 full-time expansion jobs in the first year. **Status: Active**

Industry Appreciation Month activities
Industry Appreciation HR Lunch

Industry Appreciation Breakfast
Industry Appreciation Month Altavista Journal Ad

4. **Develop Products** —Procure by purchase and/or option one or more 20+ acre sites and partner with the owner of the Lane building on a redevelopment program, to ensure locations for expanding local firms and/or new businesses). Broaden local incentives.

Status: Active, working on a land inventory and evaluation

Attended AEDA Land Acquisition Mtg	Meeting met with local land owner
Site Selector meetings x 2	

5. **Marketing** – Develop the following plan fundamentals in the first year: (1) Agree on types of businesses the Town wants to pursue, (2) Ask existing businesses to identify prospects; and (3) Prepare a comprehensive economic development website, publish a fact sheet, begin a branding effort, and initiate cooperative marketing with Campbell County. **Status: Active, working on marketing plan**
 - Recorded "It's Your Business" with Mike Davidson, Economic Development Director for Campbell County and Jo Kelly - monthly radio show on AM1000
 - Facilitated AEDA work group topic: Economic Development Marketing Plan participants include members of the AEDA board, Altavista Chamber Board and AOT Board
6. **Encourage Entrepreneurism** – Pursue agreements with Virginia Technical Institute for use of vacant space and with Chamber of Commerce and the Business Development Center for technical support to aid new or early stage small businesses with growth potential. **Status: active**

Monthly Report to Council

Date: March 12, 2013
To: Town Council
From: Dan Witt, Assistant Town Manager
Re: February 2013 Activity

1. Zoning/Code Related Matters:

- | | | |
|---------------|--|--|
| 28-Feb 003-13 | Michael Miller 1107 Main Street, Altavista, VA | Relocating barbershop from 819 Main Street |
|---------------|--|--|
- Met with Town Manager regarding complaints about dogs barking on Myrtle Lane.
- Met with resident who was complaining about dogs barking on Forest Street Extension. Provided written response for reporting this to the Town and also notified PD of the complaint.

2. Site Plans Reviewed and/or Approved:

- Reviewed and approved resurvey of Frazier Farm property

3. Planning Commission (PC) Related:

- No February PC meeting
- Prepared agenda and packets for March meeting

4. AOT Related

- Attended February board meeting
- Attended Design/ER committee meeting

5. ACTS Relate

- Completed January billing reimbursement request to DRPT for operations
- Validated daily ridership and revenue for bus system- see bus report
- Completed online January monthly reporting to DRPT
- Submitted approved Title VI document to DRPT
- Worked on Strategic Work Plan item related to reviewing and evaluating ACTS and providing alternatives to the current system.
- Completed annual evaluation for Chuck Cheatham
- Interviewed and began hiring process for new part time bus driver. Chuck Cheatham, who'd been with ACTS since the bus system started is moving out of the area.

6. Projects and Administrative Related:

- Updated GIC
- Town Council reports for February meeting
- Certified January monthly payroll bank statements
- Drafted CIP document for FY2014-2018
- Listed GMC dump truck on public surplus
- Issued compliance letters to recipients of CDBG Upper Story Housing funding.
- Participated in Industry Appreciation Breakfast at Moore's Electric
- Prepared packets and staffed BZA meeting.
- Purchased and delivered new tables and chairs to train station.
- Met with business/property owners who will be affected by the upcoming infrastructure and Streetscape work.
- Attended Public Works Committee meeting to provide information regarding the Recreation Committee's recommendation regarding dogs in English Park and closing loop in English park to through traffic.
- Attended Project 5&6 update meeting.
- Spoke to group of 4th graders at AES regarding job responsibilities as an Assistant Town Manager.
- Worked on Strategic Plan item related to Effective and Efficient government.



MONTHLY POLICE REPORT SYNOPSIS

MONTH OF FEBRUARY, 2013

CRIME STATISTICS - February 1, 2013 thru February 28, 2013

Crimes Against Persons

For the Month of February, the Town of Altavista Community experienced 5 incidents or a 66.67% increase of Crimes Against Persons compared to 3 incidents or from last year during the same time duration.

- 1 Robbery
- 4 Simple Assault

Property Crimes

For the Month of February, the Town of Altavista Community experienced 7 incidents or a 600.00% increase of Property Crimes compared to 1 incident last year during the same time duration.

- 1 Motor Vehicle Theft
- 2 Destruction/Vandalism
- 1 Purse Snatching
- 2 Shoplifting
- 1 All Other Larcenies

Quality of Life Crimes

For the Month of February, the Town of Altavista Community experienced 9 incidents or an 18.18% decrease of Quality of Life Crimes compared to 11 incidents during the same time duration.

- 1 Driving Under the Influence
- 1 Drunkenness
- 1 Family Offenses, Nonviolent
- 1 Runaway
- 5 All Other Offenses

CRIME STATISTICS - January 1, 2013 thru February 28, 2013 Y.T.D.

Year to date, the Town of Altavista experienced 9 incidents or a 28.57 % increase of Crimes Against Persons compared to 7 incidents last year during the same time duration.

- 1 Robbery
- 8 Simple Assault



Year to date, the Town of Altavista experienced 15 incidents or a 114.29 % increase of Property Crimes compared to 7 incidents last year during the same time duration.

- 1 Motor Vehicle Theft
- 1 Embezzlement
- 3 Destruction/ Damage/ Vandalism of Property
- 1 Purse Snatching
- 5 Shoplifting
- 4 All Other Larceny

Year to date, the Town of Altavista experienced 20 incidents or a 9.09 % decrease of Quality of Life Crimes compared to 22 incidents last year during the same time duration.

- 1 Driving Under the Influence
- 4 Drunkenness
- 1 Family Offenses, Nonviolent
- 1 Runaway
- 13 All Other Offenses

Major Crimes Statistics *(Combining Crimes Against Persons & Property Crimes = Major Crimes)*

For the Month of February, the Town of Altavista Community experienced 12 incidents or a 200.00% increase in Major Crimes compared to 4 incidents last year during the same time duration.

Year to date, the Town of Altavista experienced 24 incidents or a 71.4% increase in Major Crimes compared to 14 incidents last year during the same time duration.

The above statistics depict "Simple Assaults" as the most frequent occurrence of criminal activity the Town of Altavista experienced during the month of February.

CALLS FOR SERVICE - February 1, 2013 thru February 28, 2013

The Altavista Police Department was dispatched to 281 Calls for Service or a 4.5% increase compared to 269 C.F.S. last year during the same time duration.

CALLS FOR SERVICE - January 1, 2013 thru February 28, 2013- Y.T.D.

The Altavista Police Department was dispatched to 578 Calls for Service or a 3.7% decrease compared to 600 C.F.S. last year during the same time duration.

CRIMINAL ARRESTS EXECUTED - February 1, 2013 thru February 28, 2013

The A.P.D. executed 18 criminal arrests or a 20% increase compared to 15 criminal arrests last year during the same duration.



CRIMINAL ARRESTS EXECUTED - January 1, 2013 thru February 28, 2013- Y.T.D.

The A.P.D. executed 25 criminal arrests or a 48% decrease compared to 37 criminal arrests last year during the same duration.

TRAFFIC CITATIONS ISSUED - February 1, 2013 thru February 28, 2013

The A.P.D. issued 46 traffic summons or a 70% increase compared to 27 traffic summons issued last year during the same time duration.

TRAFFIC CITATIONS ISSUED - January 1, 2013 thru February 28, 2013 Y.T.D.

The A.P.D. issued 67 traffic summons or an 11.7% increase compared to 60 traffic summons issued last year during the same time duration.

OFFICER OF THE MONTH – January, 2013

The Altavista Police Department has selected Officer A. S. Earhart as Officer of the Month for the month of February 2013. During the month, Officer Earhart led the department in both criminal arrests and traffic summonses. His efforts in both criminal and traffic matters help to ensure the safety of the community. Officer Earhart also maintains a high case clearance rate. He has developed a great rapport with the community by treating everyone with courtesy and respect. Officer Earhart consistently performs his job in an outstanding manner, going above and beyond what is required. On February 3, Earhart responded to a possible house fire, and entered the smoking residence to rescue the occupants. Without his rapid and courageous actions during this event, lives would have been lost. Officer Earhart brings great credit to himself, the Altavista Police Department, and the law enforcement profession.

PERSONNEL TRAINING

One hundred eighty-one (181) hours of training were afforded to police personnel during the month of February, 2013. Blocks of instruction pertained to the following training subjects: Basic Law Enforcement Academy, Canine Training, Case Law, Forensic Training, and General In-house Training.

WHAT'S NEW

The Police Department is scheduled to present safety tips for senior citizens to the Campbell County S.A.L.T. / T.R.I.A.D. Committee in Altavista during the month of March. This presentation will be at the Grace Community Church.

The Police Department will be participating in the annual Easter Egg Hunt for the mentally challenged at English Park during the month of March.



The Motor Carrier Unit conducted two separate inspection details in the month of February. Below are the results:

- 3 Level I Inspections
- 3 of 3 Inspections were on Chip Trucks.
- 0 of 3 Trucks were placed out of service
- 1 Summons was issued for Defective Equipment (vehicle had 6 equipment violations)

The common violations that were noted were:

- Insufficient Tire Tread
- Audible air leaks in brake system (at a proper connection)
- Missing wheel fasteners
- No reflective material on rear of trailer
- No mud flaps
- Brakes out of adjustment

Information compiled for this report was taken from the Altavista Police Department's Monthly Report.

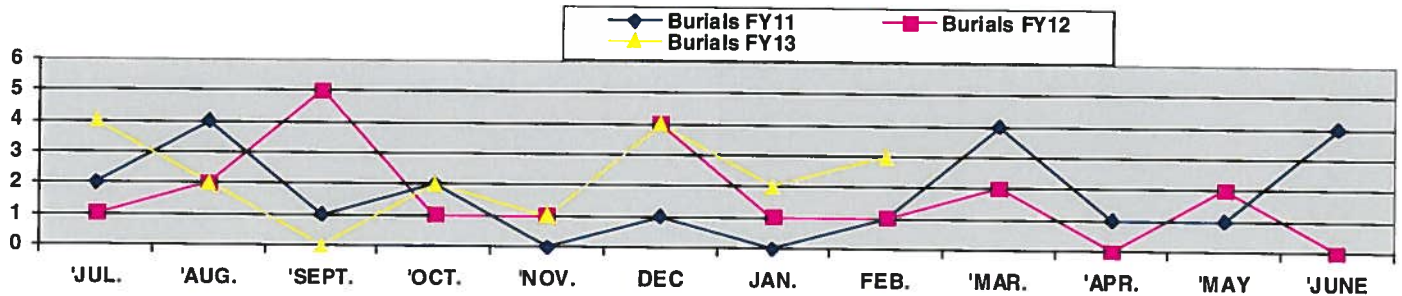
PUBLIC WORKS MONTHLY REPORT

For: February 2013



CEMETERY

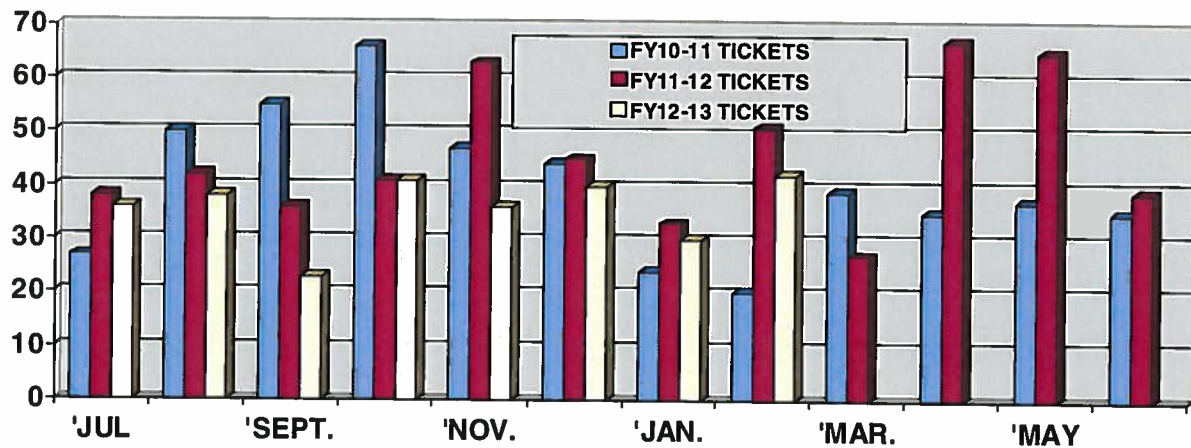
❖ BURIALS: 3



Buildings & Grounds Maintenance

❖ PARKS:

❖ MISS UTILITY TICKETS (42)



REFUSE & BRUSH & SPECIAL PICKUPS

- ❖ Total solid waste tonnage for the month 68.41 tons.
- ❖ Total brush stops for the month. (62) Stops
- ❖ Total special pickup tonnage for the month 13.93 tons. (55) Stops
- ❖ Total weekend truck tonnage for the month .51 tons. (1) Trucks

SEWER & WATER

- ❖ Sewer (Video): Page 11 (1250'/4 Manholes), Page 2 (5409'/28 Manholes), 1722 Eudora Lane (100'/1 Manhole).
- ❖ Sewer (Clean): Page 11 (1265'), Page 6 (1215'/7 Manholes), Page 2 (6173'/32 Manholes), 1722 Eudora Lane (100'/1 Manhole), 813 9th St. (125'), 708 14th St. (235'/1 Manholes).
- ❖ Sewer (Flushed): Page 2 (827'/2 Manholes).
- ❖ Sewer (Root Cutting): Page 2 (1079'/6 Manholes).
- ❖ Sewer (Repair): 810 9th St., 1305 Lynch Road, 1410 Main St.
- ❖ Sewer (Blockage): 708 14th St., 1722 Eudora Lane, 1014 Main St., 1519 Main St. Lot#6, 813 9th St., 1713 Avondale Dr., 214 West Rd.
- ❖ Sewer Maintenance: Page 6 Ogden Road and Page 10 Amherst Ave. to 10th St. (Duke's Root Control 2050'/11 Manholes).
- ❖ Sewer (Install) Cleanout: 1006 Broad St., 813 9th Street
- ❖ Sewer (Repair) Cleanout: 1014 Main St.

Total Linear Footage (Video): 6,759'/33 Manholes

Total Linear Footage (Clean): 9,113'/ 41 Manholes

Total Linear Footage (Flushed): 827'/2 Manholes

Total Linear Footage (Root Cutting): 1,079'/ 6 Manholes

*Total Linear Footage Maintenance: 2,050/11 Manholes

*Contracted Duke's Root Control

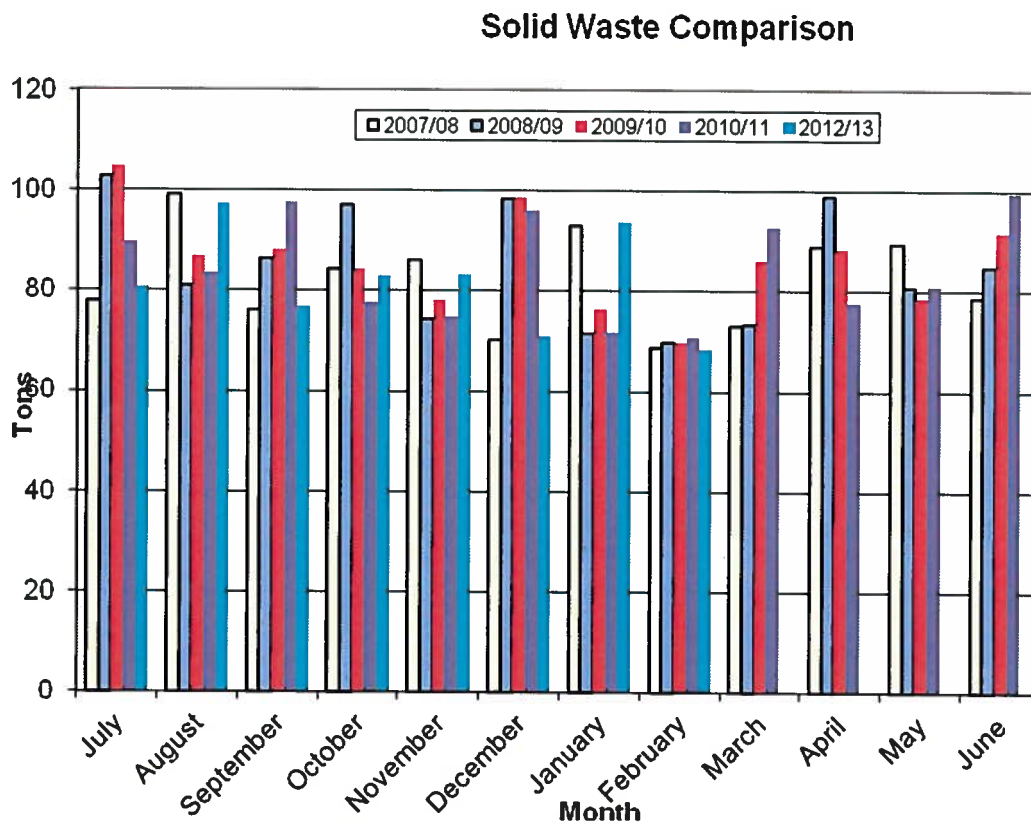
Emergency Overflow Pond - PCB Remediation 0 Hrs.

- ❖ Water Service (Repair): 1307 Main St.
- ❖ Water Service (Replacement): 1308 Main St.
- ❖ Water (Install) New Service: Altavista Group Home Fire Line
- ❖ Water Maintenance (Right-of-way): Page 1
- ❖ Water (Exchange Meter): YMCA Child Care Center Franklin Ave.

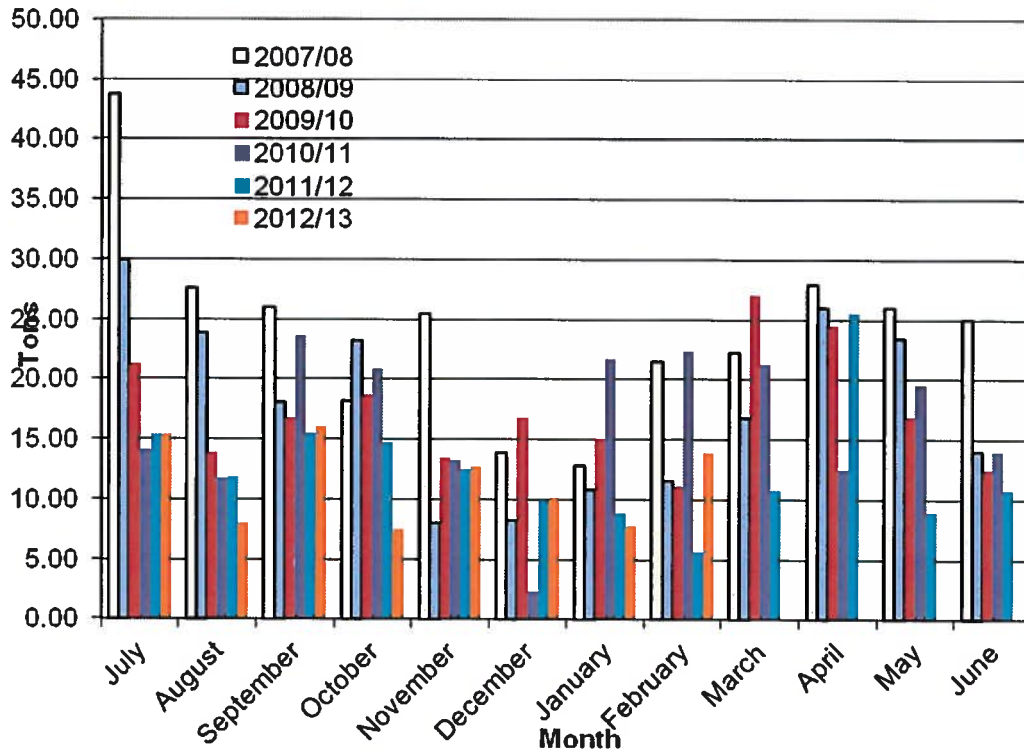
STREET MAINTENANCE

- ❖ Weekly Street Sweeping: (20) Streets / (65) Highway Miles
- ❖ Bags of Litter (6) Streets / (31) Highway
- ❖ Stone Tonnage: (16.20) Streets / (32.38) Highway

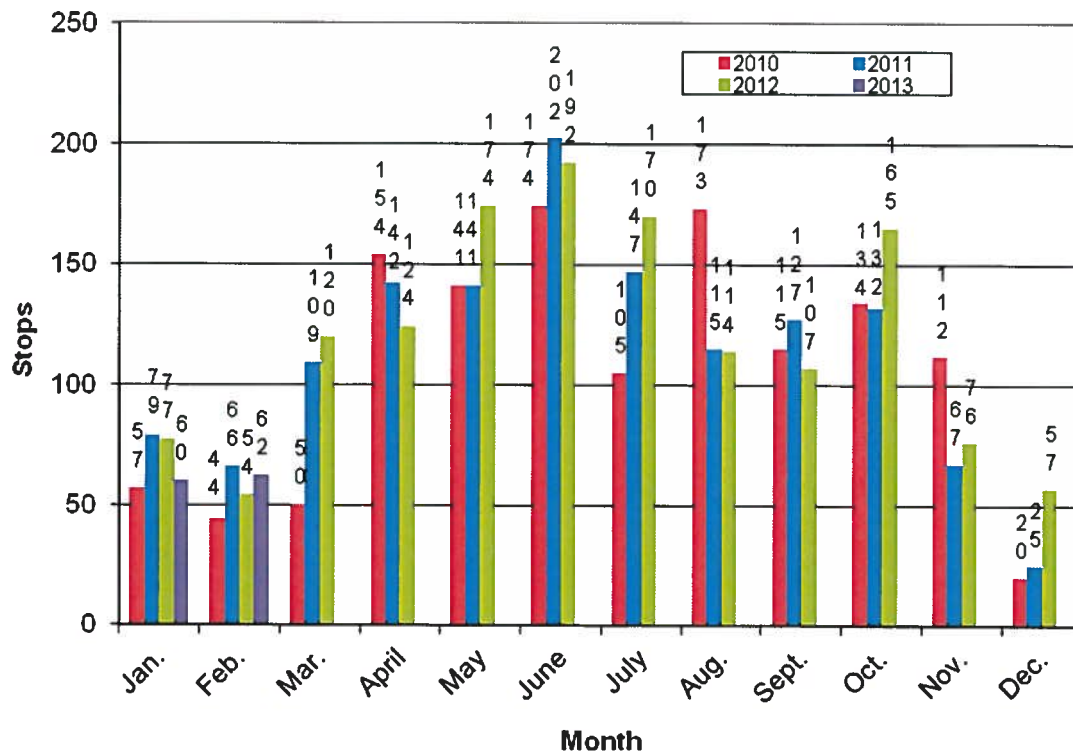
SAFETY TRAINING – Jeff Rowland, Residex Pesticide Recertification.
Flagging Recertification – (9) Public Works Employees.



Special Pick Up Comparisons



Brush Comparison



Transportation Department Monthly Report-FY2013

July 1, 2012- June 30, 2013

<u>Month</u>		<u>Total # Riders</u>	<u>Average Daily Riders</u>	<u>Monthly Miles</u>	<u>Monthly Revenue</u>
July	2012	1,850	80	3,713	\$ 400.00
August		1,962	79	3,999	\$ 400.00
September		1,618	75	3,469	\$ 400.00
October		1,176	47	3,984	\$ 563.50
November		1,083	47	3,727	\$ 510.50
December		979	46	3,490	\$ 403.50
January	2013	939	39	3,760	\$ 423.50
February		1,015	46	3,535	\$ 458.00
Total YTD		10,622	57	29,677	\$ 3,559.00

<u>Comparison FY2012</u>	<u>Monthly Riders</u>	<u>Percent Change</u>
11-Jul	1,364	37%
11-Aug	1,499	31%
11-Sep	1,255	29%
11-Oct	805	46%
11-Nov	849	28%
11-Dec	1,076	-9%
12-Jan	813	15%
12-Feb	875	16%

WASTEWATER

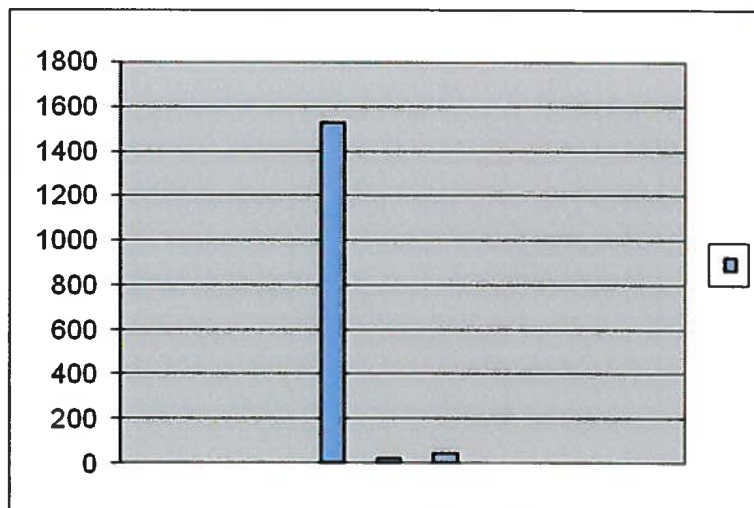
February 2013

SUMMARY

- Budget FY2014 Utility Committee meeting
- Meeting with Bio Marine concerning Pond
- Replaced Solids Handling Air Compressor
- Replaced power switches for floating aerators in basin #2
- Repaired mixer in basin #3
- Annual Crane Inspection conducted
- Sampled industrial users for surcharge and permit compliance
- Normal plant operation and maintenance
- 126 wet tons of sludge processed
- Treated 54.33 million gallons of water

February
2013

1528 Man Hours Worked
20 Sick Leave
44 Vacation Hours



Water Department Report February, 2013

Water Production:

Water Plant: **47.4** million gallons of raw water treated.

Water Plant: **33.0** million gallons of finished water delivered.

Mcminnis Spring: **7.0** million gallons of finished water treated.

Mcminnis Spring: average 249,000 gallons per day and run time hours 14 a day.

Reynolds Spring: **5.4** million gallons of finished water treated.

Reynolds Spring: average 191,000 gallons per day and run time hours 11 a day.

Water Purchased:

Campbell County Utility and Service Authority:

Water Sold:

Town of Hurt

Water Plant Averages for February, 2013:

Weekday: **17.3** hrs / day of production

1,918,000 gallons treated / day

Weekends: **10.0hrs** / day of production

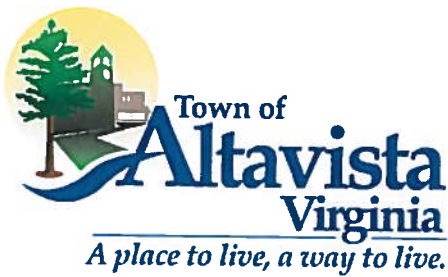
1,137,000 gallons treated / day

Special Projects:

- Hach and ISI calibrate all equipment.
- RPZ'S inspected and calibrated.
- Elevator was inspected.
- Confined Space class.

Water Plant

- Repaired and cleaned high service pump 1.
- Water samples taken.
- Working and collecting data for CCR report.



PROJECT UPDATE – For Month of February 2013

VDOT Enhancement Project and Downtown Utility Replacement Project and Pittsylvania Avenue Intersection Project

- The Intersection/Infrastructure/Streetscape Project (Project 5&6) has begun, with the contractor mobilizing on site.
- Pittsylvania Avenue Intersection Project has a deadline of June 1, 2013.
- VDOT Enhancement Project and Downtown Utility Replacement Project has construction period of 365 days.
- Approved VDOT Land Use Permit received from VDOT (Early March 2013)
- “Street level meetings” with businesses and interested individuals begin on March 11th at 8:00 a.m. at the Altavista EMS Thrift Store.